



Attorney Docket No. 56704.000109  
Attorney Customer No. 27682

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
Matthew K. GRACIE ) Group Art Unit: 3623  
Application Number: 10/735,018 ) Examiner: C. Tarae  
Filed December 12, 2003 )

For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM**

**RESPONSE TRANSMITTAL LETTER**

**MAIL STOP RCE**  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

Enclosed is a Supplemental Amendment and Response following the June 29, 2006 filing of a Request for Continued Examination in connection with the above-identified patent application.

- A petition for a One-Month Extension of Time is also enclosed.
- A Request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.
- No additional claim fee is required.
- An additional claim fee is required, and is calculated as shown below:

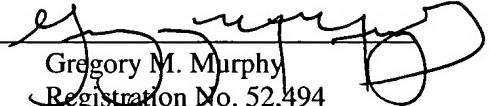
CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	53	Minus 53 =	0	x \$50.00 =	\$0
Independent Claims	5	Minus 5 =		x \$200.00 =	\$0
If Amendment adds multiple dependent claims, add \$260.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
<b>TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT</b>					\$0

- [ ] Charge \$\_\_\_\_ to Deposit Account No. 08-3436 for the fee due.  
[ ] Check No. \_\_\_\_\_ in the amount of \$0 is enclosed for the fee due.  
[ X ] A Certificate of Mailing Under 37 C.F.R. §1.8.  
[ X ] Self-addressed stamped postcard.  
[ X ] The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: September 20, 2006

Respectfully submitted,

By:

  
Gregory M. Murphy  
Registration No. 52,494

**HUNTON & WILLIAMS LLP**  
Riverfront Plaza, East Tower  
951 East Byrd Street  
Richmond, VA 23219-4074  
(804) 788-7365 direct dial  
(804) 343-4912 direct fax



IFW

Attorney Docket No. 56704.000109  
Attorney Customer No. 27682

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

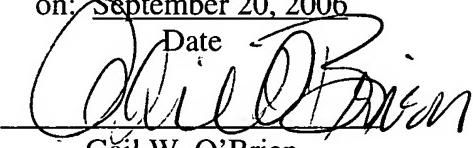
In re Application of: )  
Matthew K. GRACIE ) Group Art Unit: 3623  
Application Number: 10/735,018 ) Examiner: C. Tarae  
Filed December 12, 2003 )

For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM**

**CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

on: September 20, 2006  
Date  
  
Gail W. O'Brien

*Typed or Printed Name of Person Signing Certificate*

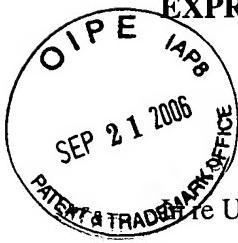


Attorney Docket No. 56704.000109  
Attorney Customer No. 27682

Documents being submitted with this Certification of Mailing under 1.8 are:

- Transmittal Letter for Supplemental Amendment following the June 29, 2006 Filing of Request for Continued Examination
- Supplemental Amendment following the June 29, 2006 Filing of Request for Continued Examination
- Self-Addressed Stamped Return Postcard

**Hunton & Williams LLP**  
Riverfront Plaza, East Tower  
951 East Byrd Street  
Richmond, VA 23219-4074  
(804) 788-8200 (Telephone)  
(804) 788-8218 (Facsimile)

**EXPRESS MAIL LABEL NO.**Attorney Docket No. 56704.000109Customer No. 27682**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

US Patent Application of: )  
Matthew K. GRACIE ) Confirmation No.: 2322  
Serial No.: 10/735,018 )  
Filing Date: December 12, 2003 ) Group Art Unit: 3623  
Title: SYSTEM AND METHOD FOR )  
CONDUCTING AN OPTIMIZED )  
CUSTOMER IDENTIFICATION )  
PROGRAM ) Examiner: C. Michelle Tarae

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL AMENDMENT**

Dear Sir:

Applicants respectfully request entry of the instant Supplemental Amendment and Response, following the June 29, 2006 filing of a Request for Continued Examination. Applicants request reconsideration of the above-identified application in light of the amendments herein as follows:

**AMENDMENTS TO THE CLAIMS** begin on Page 2.

**REMARKS** begin on Page 16.